## ABSTRACT OF THE DISCLOSURE

The present invention relates to a combustion method and a burner for forming a flame temperature having a flat temperature distribution which is the same as that in a case of a long furnace length even if a furnace length is short, and performs complete combustion. Further, a regenerative burner technique can be applied even if a furnace length is short. Combustion air whose quantity is less than the theoretical air quantity or not less than the theoretical air quantity is injected into a furnace so as to form a jet flow cross section having a larger specific surface area than that in a case of supplying the same quantity of combustion air from a circular throat, and fuel is injected toward this air jet flow to cause the fuel to be rapidly mixed with the air jet flow with strong turbulences before losing the velocity energy of the fuel. More preferably, an air throat 13 has a flat rectangular opening 13a.